

Abstract

This study presents the result of lexical richness and syntactic complexity analysis of the texts in beauty articles of *ELLE* and *Seventeen* magazines. As the title suggests, this present study is aimed to see whether the texts in beauty articles of two magazines representing two different age groups differ significantly in term of lexical richness and syntactic complexity. The data were collected from texts in the beauty articles of *ELLE* and *Seventeen* magazines. The lexical richness analysis is focused on analyzing the lexical density, lexical diversity and lexical sophistication of the text in the beauty articles of both magazines. The result of the analysis shows that there was no significant difference in the lexical density of *ELLE* and *Seventeen* magazines. Similar to the result of lexical density, the result of lexical sophistication did not show a significant difference. Thus, the result of lexical density and the result of lexical sophistication were not in line with the theories of language and age and later language development. Unlike the result of lexical density and lexical sophistication, the result of lexical diversity was in line with the theories of language and age and later language development since it shows a significant difference in which the texts in the beauty articles in *ELLE* use a greater number of different words than *Seventeen* does. Concerning the result of 14 measures of syntactic complexity, it is indicated that in general there was no significant difference in the length of production unit, sentence complexity, amount of subordination, and coordination and degree of phrasal sophistication. After a deeper examination of the result, it is found that the most significant differences were in the areas of MLC, MLT, C/T and DC/T. The inconsistency of the results is primarily affected by the register of the data and the genre of the text being analyzed in the present study. Thus, similar to the result of lexical richness, in general the result of syntactic complexity in this present study was not in line with the theories of language and age and later language development.

Keywords: beauty article, language and age, lexical richness, syntactic complexity, text.